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ABSTRACT

The textbook, entirely in French, is designed to help prepare anglophone students for French language usage in the media and telecommunications. It is organized according to two major themes. The first part addresses the French of advertising; chapter topics include the actors in advertising (agencies, announcers, supports), forms of advertising, creativity in advertising, promotion of sales, advertising in radio/television/cinema, the importance of the press and television, and regulation of advertising in France. The second part focuses on information and communication, with chapters on means of disseminating information (computer and information networks), audiovisual communication (international television channels, new cable and satellite technologies), multimedia tools, the politics of communication (brand names), the publishing industry, the automation of information systems, and the organization and administration of library collections. Each chapter contains two texts and related vocabulary, grammar, and usage exercises. Contains a glossary, answer key, and a list of references and resources. (MSE)

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